

Content distribution control over a network in an electronic distribution system protects the content copyright while distributing content in a format enabling viewing and enjoyment at the user terminal. The method for controlling content distribution over a network comprises generating content in a first format specification by adding content identification data for identifying specific content to data produced in a first format specification for viewing; sending the content to a network; receiving the content via the network; separating the received content into the content identification data and the data in the first format specification; converting the separated data in the first format specification to data in a different, second format specification; generating content in a second format specification by adding the separated content identification data to the data converted to the second format specification; and then sending the content in the second format specification to a user terminal.